

AMENDMENTS TO THE CLAIMS:

Please amend the claims as indicated in the following Listing of Claims.

Listing of Claims

1. (currently amended) A ~~computer program~~ software product for marketing an artist, the ~~computer program~~ software product comprising:
~~a computer program operational when executed by a computer processor to direct the computer processor to generate~~ a main navigational window viewable on a computer display and having a plurality of buttons ~~for opening additional windows~~, the plurality of buttons including an artists button and an avenues button;
~~wherein the computer program is operational when executed by the computer processor upon activation of the plurality of buttons to direct the computer processor to generate additional windows viewable on the computer display;~~
wherein the artists button opens an artists window having data fields for entering and viewing information relating to particular artists and the avenues button opens an avenues window having data fields for entering and viewing information relating to different avenues of marketing; and
a computer program storage medium operational to store the computer program.
2. (currently amended) The ~~computer program~~ software product according to claim 1, wherein the avenues window provides access to data fields for entering and viewing information relating to radio, retail, media, and venues.
3. (currently amended) The ~~computer program~~ software product according to claim 1, wherein the avenues window includes a radio button for opening a radio window having data fields for entering and viewing information relating to a radio station, a retail button for opening a retail window having data fields for entering and viewing information relating to a retail outlet, a media button for opening a media window having data fields for entering and viewing information relating to media, and a venue button for opening a venue window having data fields for entering and viewing information relating to a venue.

4. (currently amended) The computer program software product according to claim 1, wherein the artists window provides access to data fields for entering and viewing information relating to a particular artist, members associated with the particular artist, and products associated with a the particular artist.

5. (currently amended) The computer program software product according to claim 4, wherein the artists window provides access to data fields for entering and viewing information relating to tour dates associated with the particular artist, and an itinerary associated with the particular artist.

6. (currently amended) The computer program software product according to claim 5, wherein the artists window provides access to data fields entering and viewing information relating to biographical information associated with the particular artist, and association affiliations associated with the particular artist.

7. (currently amended) The computer program software product according to claim 5, wherein the artists window provides access to data fields entering and viewing information relating to notes associated with the particular artist.

8. (currently amended) The computer program software product according to claim 1, wherein the artists window includes an artists tab for opening a window layer having data fields for entering and viewing information relating to a particular artist, a members tab for opening a window layer having data fields for entering and viewing information relating to members associated with the particular artist, and a products tab for opening a window layer having data fields for entering and viewing information relating to products associated with the particular artist.

9. (currently amended) The computer program software product according to claim 8, wherein the artists window provides a tour dates tab for opening a window layer having data fields for entering and viewing information relating to tour dates associated with the particular

artist, and an itinerary tab for opening a window layer having data fields for entering and viewing information relating to an itinerary associated with the particular artist.

10. (currently amended) The ~~computer program~~ software product according to claim 9, wherein the artists window provides a biography tab for opening a window layer having data fields for entering and viewing information relating to a biography associated with the particular artist, and an affiliations tab for opening a window layer having data fields for entering and viewing information relating to association affiliations associated with the particular artist.

11. (currently amended) The ~~computer program~~ software product according to claim 9, wherein the artists window provides a notes tab for opening a window layer having data fields for entering and viewing information relating to notes associated with the particular artist.

12. (currently amended) The ~~computer program~~ software product according to claim 1, wherein data fields are provided to store submissions of an artist by name and format.

13. (currently amended) The ~~computer program~~ software product according to claim 12, wherein the format is one of a plurality of predetermined formats.

14. (currently amended) The ~~computer program~~ software product according to claim 12, wherein stored data can be moved between active and archived status and data in archived status can be retrieved by format.

15. (currently amended) The ~~computer program~~ software product according to claim 1, wherein stored data can be moved between active and archived status and data in archived status can be retrieved by format.

16. (currently amended) The ~~computer program~~ software product according to claim 1, wherein the plurality of buttons includes an events button and the events button opens an events window having data fields for entering and viewing information relating to particular events.

17. (currently amended) The computer program software product according to claim 16, wherein the events window includes data fields for entering and viewing an invent event type for each particular event and the event type is one of a plurality of predetermined event types.

18. (currently amended) The computer program software product according to claim 16, wherein the events window categorizes event data according to avenues of marketing including radio, retail, media, and venue.

19. (currently amended) The computer program software product according to claim 1, wherein the plurality of buttons includes a search button and the search button opens a search window having data fields for entering and storing information relating to parameters of a search of stored data and the data fields of the search window are adjusted according to a selected avenue of marketing including radio, retail, media, and venue.

20. (currently amended) A computer program software product for marketing an artist, the computer program software product comprising:

a computer program operational when executed by a computer processor to direct the computer processor to generate a main navigational window having a plurality of buttons ~~for opening additional windows~~, the plurality of buttons including an avenues button;

wherein the computer program is operational when executed by the computer processor upon activation of the avenues button to direct the computer processor to generate an avenues window on the computer display;

wherein the avenues button opens an avenues window having has data fields for entering and viewing information relating to different avenues of marketing including radio, retail, media, and venues; and

a computer program storage medium operational to store the computer program.